

MAY 4 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

LAST-MINUTE ANNOUNCEMENTS FOR WEEK ENDING FRIDAY, MAY 1, 1942
(See Calendar of April 27th for week-end dates previously announced.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now in Operation	N.Y. OPA BUREAU TO INTERPRET PRICE CEILINGS Anyone wanting quick interpretation of the new over-all ceilings imposed by the OPA, may telephone MU. 3-6805 or pay a personal visit to the Chanin Building to get the information. (Latter procedure preferred, though telephone requests for interpretation will be met if possible.) Note address and phone number: ROOM 721, CHANIN BUILDING, 122 E. 42ND ST., MU. 3-6805.	OFFICE OF PRICE ADMINISTRATION	CHANIN BUILDING 122 E. 42 ST., RM. 721
Friday May 1 10:20 A.M.	EMERGENCY MEETING U. S. SHOE MFRS. Special meeting of shoe manufacturers from all over U.S.A., to suggest and accomplish every possible means of cooperating with the Government in the winning of the war; and to work out ways of conserving leathers and other scarce materials in shoe making. Three Government officials will address morning session which is open to Press; Major Joseph W. Byron, Chief, Leather & Shoe Section, WPB; Mr. A.J. Spring, Special Advisor on Shoes & Leather, WPB; and Mr. Burton E. Oppenheim, Price Executive, Textiles, Leather & Apparel Section, OPA. Afternoon group meetings open only to shoe manufacturers and secretaries of shoe associations. Press welcome to morning sessions. For further information, Ruth S. Freeman, MU. 9-8115.	NATIONAL BOOT & SHOE MANUFACTURERS ASSOC.	HOTEL COMMODORE LEXINGTON AT 42ND
Friday May 1 3:00 P.M. On the Air, 3:45 P.M.	INTRODUCING UNITED NATIONS' EMBLEM A new United Nations' Emblem will make its debut on Fri. afternoon at an impressive ceremony in Freedom House where Mrs. Franklin D. Roosevelt will receive her Emblem pin from Mr. Herbert Agar in behalf of all the United Nations allied against the Axis. Ceremony will be broadcast over WJZ Blue Network at 3:45 P.M. The Emblem, designed by Egmont Arens and sold at Freedom House for \$1, may be worn as woman's brooch or on man's lapel. Publicity: Mr. G. E. MacDonald, Freedom House, PL. 8-0210.	FREEDOM HOUSE	32 EAST 51ST STREET
Saturday May 2 1:00- 4:00 P.M. Continuous	INFORMAL COLLEGE FASHION SHOW College Girls from Packer, Adelphi, New Rochelle, Brooklyn, N.Y.U., Hunter, Pratt, Long Island and St. Joseph's, all members of A. & S.'s new College Fashion Group, will take over the store's Junior Miss Center on Sat. for the presentation of an informal College Fashion Show. Girls of the Group will act as models and hostesses. Open to public. Press welcome. Publicity: Miss Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, INC.	420 FULTON ST., B'KLYN JUNIOR MISS CENTER
Sunday May 3 5:30 P.M.	COCKTAIL PARTY TO WELCOME SHOE DEALERS Retailers and manufacturers attending the N.Y. Openings of the New Fall Shoe Lines will be welcomed at a cocktail party given by the Shoe Club. By invitation. Contact: Miss Morganstern, Club Sec., McAlpin, PE. 6-5700.	SHOE CLUB	McALPIN HOTEL B'WAY AT 34TH ST.

WEEK BEGINNING MONDAY, MAY 4, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>OPENING OF FALL SHOE LINES</u>			
Monday May 4	N.Y. QUALITY MFRS., VANDERBILT HOTEL ST. LOUIS MFRS., PENNSYLVANIA HOTEL	OTHER OUT-OF-TOWN MFRS., McALPIN HOTEL VOLUME SHOE MFRS., NEW YORKER HOTEL	
<u>INDIVIDUAL DEALER SHOWINGS FOLLOW:</u>			
Monday May 4 9:30 A.M. Breakfast	DEALERS' BREAK- FAST SHOE SHOW Herman Delman will present his Fall shoe collection to buyers and merchandise managers of stores handling the Delman Franchise. Strictly by invitation. Publicity: Viola Shefer, PL. 3-2116.	HERMAN DELMAN	HOTEL MADISON MADISON AVE. AT 58TH ST.
Monday May 4 From 10 A.M.	DEALERS' CONVENTION I. Miller will present, to dealers only, new Shoe and Coordinated Fashions for Fall. Stricly by invitation. Contact, Fashion Dir., Verne Clark, ST. 4-7800.	I. MILLER & SONS	FACTORY, 43-10 23RD ST. LONG ISLAND CITY, N.Y.
Monday May 4 12:30 P.M. Luncheon	DEALERS' LUNCHEON Newton Elkin's Annual Dealers' Luncheon will be addressed by John B. Swinney, Mg. Dir., Uptown Retail Guild, whose topic will be "Don't Sell Your Better Shoe Business Short". Mrs. Ruth Rusling, O'Dea, Sheldon & Canaday, will as usual relate Fall Shoe Fashions to the Fall Fashion picture. For Newton Elkin Dealers only. By invitation. Publ.: Paul Elkin, LO. 5-6569.	NEWTON ELKIN	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday May 4 4:00- 7:00 P.M.	PRESS PREVIEW: ROPEEZ FALL SHOE COLLECTION First presentation of 'Ropeez' Fall Play Shoe Collection. Open to Fashion Press and Customers, by invitation. Contact: Doris Fisher, WI. 7-5793.	ROPE SOLES, INC.	McALPIN HOTEL BLUE ROOM
Tuesday May 5 10:30 A.M. Press 4:30 P.M.	PRESENTATION OF NEW FALL LINE Mrs. Faie Joyce will present her new Fall Play Shoe Collection to Joyce Dealers at 10:30 A.M. Press showing follows at 4:30 P.M., both by invitation. Contact: Mr. F. Baker, CH. 4-3021.	JOYCE INC.	McALPIN HOTEL BLUE ROOM

Beginning
Monday
May 4

FALL BLOUSE AND SKIRT LINES OPEN

CHILDREN'S FALL DRESS LINES OPEN

FALL COAT LINES OPEN

Though a considerable amount of Fall Coat business has already been booked, the big influx of Coat buyers isn't expected until the week of May 4th and will probably reach its peak around May 15th, earlier than in previous years.

Beginning
Mon. May 4

1ST SHOWING CHILDREN'S
FALL SPORTSWEAR

DERBY SPORTS-
WEAR INC.

1359 BROADWAY

Monday
May 4
Through
May 9

NATIONAL POSTURE
WEEK

CAMP INSTITUTE
FOR BETTER POSTURE

THROUGHOUT
COUNTRY

National Posture Week takes on added significance with the current need for physical fitness during the war emergency. The sponsoring Institute is therefore undertaking an elaborate campaign to promote better posture as an aid to better health. To tie-in, write The Samuel Higby Camp Institute for Better Posture, Empire State Bldg., N.Y.C. Retail planning guide available on request. \$200 prize contest for outstanding window displays tieing-in with campaign. For further information, contact: Mr. Frank H. Kaufman, Publicity Dir., CH. 4-5798.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week of May 4	INTRODUCING "QUEBEC FASHIONS" New York debut, in Bonwit Teller windows, of Truman Bailey's new Summer promotion of Quebec Fashions, developed in Everfast printed fabrics, after extensive research in cooperation with the Canadian Government. Publicity: Joseph Ryle, PL. 3-6744.	BONWIT TELLER	5TH AVE. AT 56TH ST.
Monday May 4 2:30 P.M., thru Saturday May 16, 10:30 A.M. & 2:30 P.M. Daily	1ST SHOWING "AMER. VIEW- POINT" FALL ORIGINALS "The American Viewpoint", a Collection of 100 Fall Originals created by America's leading Hollywood designers, will be presented to members of the Fashion Industry by appointment at 10:30 A.M. and 2:30 P.M. daily, from Monday, May 4 through May 16th. Admission, \$150 per firm, with copying-rights to 6 models. These Originals were designed in the face of war time limitations imposed by WPB Order L85. In the collection are inspirational street, afternoon, dinner and evening dresses, coats and suits. Participating designers include the best-known clothes-creators of the screen: Travis Banton; Vera West; René Hubert; Monica; Walter Plunkett; Milo Anderson; Rénie; Royer; Irene Saltern; Edward Stevenson; Dolly Tree; Jack Huston; Wm. C. Lambert, Willy de Mond and Leah Barnes. Reservations for showings from "American Viewpoint", Bernard Waldman, 67 West 44th St. For further information, call Ross Shattuck, MU. 2-4949.	15 LEADING HOLLYWOOD DESIGNERS	WALDORF ASTORIA HOTEL SUITE 4 M, N, O & P
Monday May 4 5:00- 6:00 P.M.	PRESS SHOWING: TABLE LINENS Bergdorf Goodman will present a collection of new Table Linens from their Gift Department on the 4th Floor. For members of the Fashion Press. By invitation. Publicity: Miss Neff, PL. 3-7300.	BERGDORF GOODMAN	745 FIFTH AVENUE 4TH FLOOR
Tuesday May 5 12:30 P.M.	PICNIC-LUNCH PRESS PARTY Coty will entertain the Press at a picnic lunch party in their new "Muguet Gardens", to celebrate the "blossoming of Coty's new 'Muguet de Bois' line." By invitation. Contact: Mary Jorzick, CO. 5-5100.	COTY FIFTH AVENUE	612 FIFTH AVENUE MUGUET GARDENS
Tuesday May 5 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW De Pinna will be Fashion Exhibitor during luncheon in the Oval Room, presenting a revue, "Cotton Takes Over Town and Country". Open to public. Luncheon, \$2. Press by invitation. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Ritz Publicity: Marion Morrison, PL. 3-4600.	DE PINNA (650 5TH AVE.)	RITZ CARLTON HOTEL OVAN ROOM
Tuesday May 5 4:00- 5:00 P.M.	PRESS PREVIEW: EYE PREPARATIONS Madame Aziza will present her highly individual eye preparations to members of the Press, telling the "behind the scenes" story of how they are made. By invitation. Contact: Madame Aziza, LO. 3-1449.	AZIZA	17 WEST 45TH STREET
Wednesday May 6	ANNUAL HOSIERY CONVENTION Closed meeting for membership only. For further information, contact: Mr. Reuben C. Ball, National Assoc. of Hosiery Mfrs., 468 4th Ave., MU. 4-5412.	NATIONAL ASSOCIATION OF HOSIERY MFRS.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday May 6 3:30 P.M.	MEET "THE WOMAN YOU WANT TO BE" Charm Week begins at McCreery's on Wed., May 6th when Margery Wilson, Charm Girl and author of the book, "The Woman You Want To Be", will be on	JAMES MCCREERY	5TH AVE. AT 34TH ST. BIG TOP RESTAURANT

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
hand to pick McCreery's Charm Girl from a group of 12 Conover beauties competing in a Charm Contest. On following morning, <u>Thurs., May 7th</u> , Martha Deane will interview Miss Wilson and the McCreery Charm Girl over WOR at 9:30 A.M. On <u>Fri., May 8th</u> , Margery Wilson will conduct the "Woman You Want To Be" Forum, from 2 to 4 P.M., presenting four different types of women of charm with complete wardrobes. On following <u>Mon., May 11th</u> , Margery Wilson will conduct a Table-Setting Forum from 2 to 4 P.M., in McCreery's "Wishmaker House", presenting six table settings that dramatize "Roses and the War Bride". Charm Week activity open to public. Press welcome. Publicity: Helen Hungerford, WI. 7-7000, ext. 448.			
Wednesday May 6 4:00 P.M.	"OPEN HOUSE" Edith Lances has expanded into new quarters at 31 E. 31st St., where she combines factory and showrooms. Miss Lances will hold "Open House" for the Press on Wed., May 6th, from 4 P.M. on, when she will present her new Fall Collection of Brassières. Contact: Mr. Lances, MU. 3-1990.	EDITH LANCES	31 EAST 31ST STREET
Beginning Wednesday May 6	ART SALE FOR ARMED FORCES Museum of Modern Art will conduct a sale of paintings, water-colors, drawings and prints by noted artists of past and present, to raise funds for extension of its Armed Services Program which (1) provides facilities and material for soldier-artists in army camps throughout country; (2) utilizes talents of American artists for therapeutic work among disabled soldiers and sailors; and (3) gives fortnightly parties at the Museum for the fighting forces of the United Nations. Pictures are being donated by friends of the Museum, art dealers and collectors. Sale opens May 6th with exhibit, and concludes May 28th with evening party in garden of Museum. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday May 7 12:30 P.M. Luncheon	HOME FURNISHINGS LUNCHEON Home Furnishings Luncheon of the Fashion Group will reveal all that the industry is doing to meet the changes in our way of living. Speakers include: for the <u>Retailer</u> , Sol Edelman, V.P., Sachs Quality Furniture Co. (in charge of merchandising operations); for the <u>Designer</u> , Freda Diamond, Industrial Designer and Homefurnishings Coordinator; for the <u>Government</u> , Gladys Miller, Home Planning Consultant, Public Buildings Administration; and for the <u>Manufacturer</u> , Raymond S. Reed, Sales Development Manager, Heywood-Wakefield Co. Guests permitted. Luncheon, \$1.25 (incl. tip). Reservations from CI. 7-1734.	FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Thursday May 7 1:00 P.M. Luncheon	"MAY DAYS IN GOTHAM" LUNCHEON FASHION SHOW Annual Benefit Luncheon Fashion Show staged by Society-Sponsored "Nearly New Shop", to raise funds for 8 auxiliary charities. Revue, directed by Mrs. Ralph West Robey, will feature fashions by these outstanding American designers: Anthony Blotta; Joseph Whitehead; Jo Copeland; Vera Maxwell; Phillippa Macdonald; Clarepotter; Kiviette; Barbara Costume Co.; Herman Tappé; and Wilson Folmar, with Hats by Madame Pauline. Orchids and diamonds will co-star in the Fashion Show, Orchids from the Thomas Young Nurseries, arranged by Irene Hayes; Diamonds by Cartier and Black Starr and Gorham. Open to public. Admission, \$3. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.	NEARLY NEW SHOP (917 EIGHTH AVE.)	PIERRE HOTEL COTILLION & BALLROOMS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 7- May 8	SPRING LEATHER MEETING First war-time meeting of the Tanners' Council, to appraise immediate and prospective consequences of the war program. A series of Round-Tables will analyze military requirements, civilian demands, inventories, raw material supplies, price ceilings, priorities, etc. Officials of Government War Agencies will address group and join in Round-Table discussions. First luncheon session, May 7th, will be addressed by Major Joseph W. Byron, WPB Chief, Leather and Shoe Section; second luncheon session, May 8th, will be addressed on Economic Relations in Western Hemisphere by an authority from the Office of Inter-American Affairs. All sessions open to members of Tanners' Council. Luncheon sessions \$2.50 each. Press by invitation. For further information, contact: J. L. Nelson, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Thursday May 7 4:00- 7:00 P.M.	PREVIEW OF BEAUTY FILM: "97 SALON SECRETS" Plenty to see and hear, <u>all of it important</u> , at Dorothy Gray's preview of their new sound and color film about Beauty. Mr. Edward Plaut, Pres., Lehn & Fink, will address the Press promptly at 4:30, making an announcement of interest and importance to the entire cosmetic industry. Cocktails follow. Strictly by invitation. Publicity: Terry Quimby, WI. 2-6109.	DOROTHY GRAY, LTD.	SAVOY PLAZA HOTEL 5TH AVE. AT 58TH ST.
Friday May 8 Thru May 16 9:30 A.M. On.....	SCULPTURE EXHIBIT Celebrity week begins at Gimbel's on Fri., May 8th when Elsa Maxwell, Gertrude Lawrence, Katharine Cornell, Dorothy Stickney, Peggy Wood and others, will drop in twice daily from 12-12:30 noon, and from 4:30-5 P.M. to assist in an exhibit of Sculpture by John Hovannes, staged for the benefit of the A.W.V.S. Admission, 25¢. Each day, a lucky number will be drawn and its winner will be sculptured by John Hovannes. Open to Press and public. Publicity: Marjorie Howard, PE. 6-5100.	GIMBEL BROTHERS	LADY HAMILTON ROOM 5TH FLOOR
Saturday May 9 11:00 A.M.	"TRICKS FOR TEENS" CLUB MEETING The regular fortnightly meeting of the Parents' Magazine-sponsored "Tricks For Teens" club, with guest speakers and a presentation of Teen Fashions modeled by club members. Publicity: Margaret Pierce, LA. 4-7000.	SAKS 34TH STREET	B'WAY AT 34TH STREET
Beginning Saturday May 9 (Postponed from 4/11)	"SPRING OFFENSIVE" RUSSIAN WAR RELIEF With the slogan "For Victory This Year - Help Russia This Spring!" Russian War Relief goes into high on its "Spring Offensive" for funds for medical and humanitarian relief to Russia. Climax will be gigantic rally in Madison Square Garden, Wed., May 27th with dramatic program produced by Joseph Losey and written by Kenneth White. R.W.R. Publicity: VA. 6-3203.		
Sunday May 10	MOTHER'S DAY Theme: "Hats Off To Mother!" Promotional material for windows, interior displays, packages, counter cards and four-color reproductions of McClelland Barclay official Mother's Day poster available for nominal charge, from National Committee on Observance of Mother's Day, 393 7th Ave., or Grey Adv. Ag., 166 West 32nd Street, CH. 4-3900.		
Monday May 11	BEGINNING OF SUMMER RETAIL MILLINERY SEASON Mon., May 11th has been designated as Opening Day for the Summer Millinery Season across the country, sponsored by the Millinery Stabilization Commission and the Millinery Merchandising Executives Association. Retailers are urged to cooperate and tie-in with window displays and advertisements. Publicity: Marjory Hartman, CH. 4-6547.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 11 Thru June 6 Post Time 2 P.M.	BELMONT SPRING RACE MEET Opening Day will include an exciting Fashion as well as a Racing Program, "Carriage Elegance". Old-time carriages will parade after the first race, bearing beautiful mannequins wearing the last-word in fashion, dressed by the following members of the Uptown Retail Guild: Saks 5th Avenue; Bonwit Teller; Hattie Carnegie; Jay Thorpe; Milgrim; De Pinna and the Tailored Woman. Mannequins will dismount from the carriages and continue their fashion promenade on the run-way of the Clubhouse Terrace during the afternoon. General admission (grand stand) \$1.50 (incl. tax). Clubhouse, \$4. Press by invitation. Publicity: Joan Becker, WI. 2-4996.	WESTCHESTER RACING ASSOC.	BELMONT PARK ELMONT, LONG ISLAND
Monday May 11 2:00 & 8:00 P.M.	9TH ANNUAL NATIONAL FOLK FESTIVAL Over 800 people will participate in a giant folk festival which will present folk dancing of all nations, dramatization of folk legends and superstitions, folk music, ceremonial dances, etc. Also morning conference for participants from various sections of the country. As climax of program, spectators are invited to join in general square dancing. Open to public. Admission, matinees, 25¢ to \$1.65; evenings, 55¢ to \$2.75. For further information, Miss Dorothea Lawrence, N. Y. Post, WH. 4-9000.	NATIONAL FOLK FESTIVAL ASSOC.	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Tuesday May 12 9:30 A.M. Breakfast	JUDGES' BREAKFAST A board of Judges will meet at breakfast at the Museum of Costume Art to pass on Fall Neckwear designs submitted by Neckwear and Scarf creators for exhibition in the Museum of Costume Art in June. Exact date of exhibit and Press Preview to be announced in later issue of FASHION CALENDAR. Material for magazine and syndicate writers will be available immediately after the judges' session on May 12th. Publicity: Jane Ellis, CO. 5-7784 or CO. 5-4535.	MUSEUM OF COSTUME ART	630 FIFTH AVENUE
Tuesday May 12 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Peg Fischer will present new Hats during the Tuesday luncheon fashion show in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Peg Fischer Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER, HATS (509 MADISON AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday May 12 4:00 P.M.	PRESS COCKTAIL PARTY Fleischer will stage a Press Cocktail Party-Presentation of the latest fashions in <u>added hair pieces</u> . Demonstrations will be given by coiffure experts, Mr. Leo of Fox Movietone News and Mr. Robert Seivers of the Fifth Avenue Hotel, with Broadway stars as models. Press by invitation. Publicity: Oliver Sayler, 4 W. 40th St., - PE. 6-9590.	FLEISCHER & CO. (HAIR)	STUDIO BUILDING 51 WEST 10TH STREET
Tuesday Evening May 12 10 P.M. On.....	"CARNIVAL STREET" BENEFIT FETE Giant jamboree will transform Waldorf's Ballrooms into small-town festival for Navy Relief Society. Continuous dancing until dawn with 200 of the town's most beautiful models who will contribute their services as taxi dancers. Entertainment by strolling street singers, itinerant musicians, hurdy-gurdies with performing monkeys, jugglers, side shows with barkers, booths, clowns, magicians and tumblers, etc. Open to public. Admission, \$5.50. Publicity: Ted Saucier, EL. 5-3000.	FOR NAVY RELIEF SOCIETY	WALDORF ASTORIA HOTEL GRAND BALLROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 14 4:00 P.M. Tea	FASHION SHOW, EXHIBIT & TEA Program: tea, a fashion show, and a pictorial presentation of work in the Costume-Design, Dietetics, and Home Economics Courses of Pratt Institute. Open to Press and representatives of all three fields, by invitation. ("Open House" for teachers and students on preceding day, Wed., May 13th, from 1 to 5 P.M., when visitors may see the students at work and investigate classroom projects.) Contact: Miss Marjorie Kinney, MA. 2-2200.	PRATT INSTITUTE HOME ECONOMICS DIV.	RYERSON STREET BROOKLYN, NEW YORK
Thursday May 14 Time Later	RADIO ROUND-TABLE ON METROPOLITAN ART EXHIBIT "Challenge to Fashion," 3rd in series of radio round-table discussions on Metropolitan exhibit, "Renaissance in Fashion, 1942". Participants: Mme. Paule Madoc of Catoir; Omar Kiam; and Maria Sermolino, Life Magazine. Miss Alice Pentlarge will conduct program for Museum. Publicity: RH. 4-7690.	METROPOLITAN MUSEUM OF ART	OVER RADIO STATION WQXR
Friday May 15 Thru Saturday May 23	NATIONAL COTTON WEEK Theme: "Cotton Freshness For Fighting Trim!" For reprints of official National Cotton Week poster or other promotional material, apply to National Cotton Council, Box 18, Memphis, Tenn.; or Cotton Textile Institute, 320 Broadway, New York City. Publicity: Virginia Jewel, WO. 2-0270.	COTTON TEXTILE INST.	THROUGHOUT COUNTRY
Beginning May 15	1ST SHOWINGS, NEW FUR COLLECTIONS One or two of the better Fur Manufacturers have already begun to show new Fall and Winter fur coats. None will have really comprehensive collections before May 15th. Individual opening dates follow: <u>MAY 15</u> ABRAMS & LINDEN, 333 7th Ave., continuous showing, no appt. necessary. GEORGE J. BARUCH, 150 W. 30th St. " " " " " I. & A. BERGER, 150 W. 30th St., by appt., call, CH. 4-0253. S. & H. BERGER, 333 7th Ave., continuous showing, no appt. necessary. IRVING W. COHEN FURS, 127 W. 30th St., by appt., Mr. Irving Cohen, PE. 6-8737. SOL DICKLER INC., 330 7th Ave., continuous showing, no appt. necessary. RUSSEKS, WHOLESALE, 384 5th Ave., by appt., Mr. Spaulder or Mr. Marano, WI. 7-1954. A. WALZER & SON, 330 7th Ave., continuous showing, no appt. necessary. J. WEINIG & SON, 333 7th Ave., " " " " " LOU WHITE INC., 150 W. 30th St., by appt., call, PE. 6-4684. ZIMMERMAN-SCHER, 150 W. 30th St., by appt., Mr. Jack Zimmerman, PE. 6-9316. <u>MAY 30</u> HABERMAN FURS, 24 W. 57th St., by appt., call, CI. 7-0780. <u>JUNE 1</u> BEN W. COHEN, 6 W. 48th St., by appt., Miss Frances, BR. 9-1455. JULIUS GREEN FURS, 330 7th Ave., by appt., call, LO. 5-7054. <u>JUNE 2</u> ARNHEIMER, INC. 345 7th Ave., 10 A.M. & 2 P.M., no appt. necessary.	NEW YORK'S LEADING FUR MANUFACTURERS	INDIVIDUAL SHOWROOMS
Sunday May 17	"I AM AN AMERICAN DAY" President Roosevelt has designated Sun. May 17th as "I Am An American Day", urging that it be observed to impress on all citizens "the duties and opportunities of citizenship and its responsibilities in a nation at war!"	BY PRESIDENTIAL PROCLAMATION	THROUGHOUT U.S.A.
Sunday Evening May 17	MAYFIELD TESTI- MONIAL DINNER Frank M. Mayfield, Pres., N.R.D.G.A., will be guest of honor at 43rd Annual (Continued on following page)	DENVER NATIONAL JEWISH HOSPITAL	HOTEL ASTOR B'WAY AT 45TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
7:00 P.M. Dinner	dinner for benefit of National Jewish Hospital at Denver, held at Hotel Astor in New York. Mr. Mayfield, honor-guest, has long been a sponsor of this Hospital which provides free care to Tubercular sufferers from all sections of the country, without regard to race or creed. Co-Chairmen of Dinner Committee: Mr. John C. Block, Pres., Kirby, Block & Co. and Mr. Albert McCarty, Cavendish Trading Corp. Tickets, \$25 a plate, from N.Y. Office of Hospital, 19 W. 44th St. Publ.: Andrew Freeman, VA. 6-1590.		
Monday May 18 1:00 P.M. Luncheon	VIENNESE ROOF LUNCH- EON FASHION SHOW On May 18th, the Viennese Roof of the St. Regis Hotel will inaugurate a new policy of weekly luncheon fashion shows. The Tailored woman will be first Fashion Exhibitor in the series. Further details in later issue of FASHION CALENDAR. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. St. Regis: Mary Alice Rice, CI. 6-1790 or PL. 3-4500.	TAILORED WOMAN (742 5TH AVE.)	ST. REGIS HOTEL 5TH AVE. AT 55TH ST.
Tuesday May 19 10 A.M. to Noon; 12:30 to 2:00 P.M.	1ST WARTIME CLINIC ON CHILDREN'S WEAR To a morning clinic attended by retail store representatives, Mrs. Betty Green, Fashion Editor, Parents' Magazine, will interpret the WPB headlines in terms of the buying and selling of juvenile apparel for Fall. Clinic will be followed by 12:30 Luncheon Forum attended by infants' and children's wear mfrs., addressed by - it is hoped, though not yet confirmed - Stanley Marcus of the WPB. Admission to clinic, luncheon included, \$7.50. Luncheon Forum only, \$2.50. Press by invitation. Tickets must be purchased in advance from Parents' Magazine, 52 Vanderbilt Ave., N.Y.C. Contact: Mrs. Betty Green, CA. 5-6810.	PARENTS' MAGAZINE	COMMODORE HOTEL BALLROOMS
Wednesday May 20 1:00 P.M. Luncheon	1ST BELMONT LUNCHEON FASHION REVUE: HATS 1st of the special Wednesday Luncheon Fashion Shows staged on the beautiful Terrace of the Clubhouse at Belmont Park, will be a joint showing of New Summer Hats by <u>LILLY DACHE</u> , <u>JOHN-FREDERICS</u> , and <u>SALLY VICTOR</u> . Open to public. Luncheon, \$1.25. Proceeds to American Red Cross. Press by invitation. General admission (grand stand) \$1.50 (incl. tax). Clubhouse, \$4. Publicity: Joan Becker, WI. 2-4996.	WESTCHESTER RACING ASSOC.	BELMONT PARK EIMONT, LONG ISLAND
Thursday Evening May 21 9:00 P.M. On.....	FASHION INDUSTRIES BALL FOR ARMY RELIEF Formal ball, entertainment and midnight supper for benefit of Army Relief. All branches of the fashion industry will participate, to help raise \$50,000. Mr. Edwin Goodman of Bergdorf Goodman heads Fashion Trades Committee in charge of event. Temporary offices of Steering Committee, 1385 Broadway. Admission, \$50 a couple. For further information, contact: Mr. Arthur Tarshis, Women's Wear Daily, AL. 4-5252.	ALL BRANCHES OF FASHION INDUSTRY	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Friday May 22 12:15 P.M. Luncheon	"AMERICAN DESIGN AWARD" LUNCHEON 5th Annual "American Design Award" Luncheon. Lord & Taylor will as usual bestow four awards of \$1,000 each to those designers who made outstanding design-contributions in the past year to the industries with which they are identified. The following speakers will make keynote addresses: Glenn L. Martin, pioneer aircraft designer and manufacturer; Francis Henry Taylor, Dir., Metropolitan Museum of Art; and Walter Hoving, Pres. Lord & Taylor. Luncheon, \$2.50. Open to public. Tickets from Lord & Taylor. Press by invitation. Publicity: Charles Nicolai, WI. 7-3300.	LORD & TAYLOR	WALDORF ASTORIA HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sat. 5/23	YALE-HARVARD BOAT RACE		HOUSATONIC, DERBY, CONN.
Wednesday May 27 1:00 P.M. Luncheon	2ND BELMONT LUNCHEON FASHION REVUE Russeks Fifth Avenue will preview the "Summer Scene, 1942" at the gala Wed. Fashion Luncheon on the Terrace of the Belmont Clubhouse. Open to public. Buffet luncheon, \$1.25. Proceeds to war charities. Press by invitation. General admission (grand stand) \$1.50 (incl. tax). Clubhouse, \$4. Russeks Publ.: Beatrice Castle, WI. 7-1900. Belmont Fashion Publ.: Joan Becker, WI. 2-4996.	RUSSEKS FIFTH AVENUE	BELMONT PARK ELMONT, LONG ISLAND
Sunday May 31- June 7	METROPOLITAN JUVENILE STYLE MARKET Following last year's successful Metropolitan Juvenile Style Mart, 35 manufacturers of Infants', Children's and Junior Wear will show their new Fall lines as a group in the New Yorker Hotel. For further information, contact: Mr. Moe Goldblatt, Derby Sportswear, Chairman, Publicity and Membership Committee, WI. 7-4520.	35 MANUFACTURERS OF JUVENILE APPAREL	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Early June	FIRST SHOWING OF FALL WASH DRESS COLLECTIONS Definite date in later issue.		
Tuesday June 2 4:00- 6:00 P.M.	NATIONAL SEWING CONTEST PRESS PARTY Introducing America's six champion amateur dress makers, winners of the National Sewing Contest conducted annually in newspapers throughout the country. Winners will receive \$100 war bonds and best costumes submitted will be modeled. Selections made by these outstanding fashion authorities, many of whom will be on hand to present awards: Schiaparelli, Lyolène, Muriel King, Omar Kiam, and Howard Greer of Hollywood, designers; Gladys Swarthout, opera star; Dorothea Zack, Mademoiselle; Betty Green, Ed., Parents' Magazine; Vivien Kellems, twice Fashion Academy winner and America's leading woman industrialist; Clara Scott, chief designer, Dept. of Agriculture; Emil Alvin Hartman, Dir., Fashion Academy; and Jerri Kemp, Nat'l Contest winner last year. By invitation. Publicity: Julie Medlock (Tom Fizdale) EL. 5-5580.	NATIONAL NEEDLE- CRAFT BUREAU	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday June 10 4:30 P.M. Cocktails	PRESENTING FALL WOOLKNIT FASHIONS The Woolknit Associates will stage a Trade Showing of new Fall Woolknit fashions, under the direction of June Hamilton Rhodes, Bureau of Fashion Trends. Strictly by invitation to Buyers, Merchandise Executives, and members of the Fashion Press. Publicity: Bureau of Fashion Trends, WI. 7-7476.	WOOLKNIT ASSOCIATES INC.	PIERRE HOTEL BALLROOM
Monday June 15 (Tentative)	TRADE SHOWING: FALL HAT FASHION TRENDS Three of the countries leading milliners, Lilly Daché, John Fredericks, and Sally Victor, have joined forces to form The Millinery Fashion Authority, Inc., an organization whose purpose is to launch hat fashion trends for the industry, in an effort to stimulate and at the same time stabilize millinery fashions throughout the country. First Fall Trade showing is planned for June 15th. Open to limited number of manufacturers, with copying privileges. Further details in later issue of FASHION CALENDAR. For further information: Seymour Mittelmark Inc., 33 W. 42nd St., PE. 6-7494.	THE MILLINERY FASHION AUTHORITY INC.	????

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Now....."MY GAL SAL" (Cinema) ROXY THEATRE, 7TH Ave. AT 50TH ST.
 Showing 20th Century Fox technicolor film starring Rita Hayworth and Victor Mature.
 Costumes by Gwen Wakeling. Publicity: Jeannette Sawyer, CO. 5-3320.
- Now....."TWIN BEDS" (Cinema) CAPITOL THEATRE, B'WAY AT 51ST ST.
 Showing United Artists release, with Joan Bennet and George Brent. Bennet's costumes by Irene; Una Merkel's and Glenda Farrell's by René Hubert. Publicity: Tess Michaels, BR. 9-7300.
- Now....."THE TUTTLES OF TAHITI" (Cinema) CRITERION THEATRE, B'WAY AT 44TH ST.
 Showing R.K.O. Radio picture starring Charles Laughton, with Victor Francen in featured role. Publicity: Rutgers Neilson, CO. 5-6500.
- Monday.....PREMIERE: "THE WALKING GENTLEMAN" BELASCO THEATRE, 115 W. 44TH ST.
 May 4 Thriller by Grace Perkins and Fulton Oursler, produced by Albert Lewis and Marion Gering, featuring Victor Francen, Arlene Francis and Richard Gaines. Costumes by Bianca Stroock. Publ.: Carl Bernstein, CI. 7-7151.
- Tuesday....FORMAL OPENING, VIENNESE ROOF ST. REGIS HOTEL, 5TH AVE. AT 55TH ST.
 May 5 The formal opening of the Viennese Roof will be a Musician's Emergency Fund benefit under the chairmanship of Mrs. Lytle Hull. Entertainment will be staged like modern radio show, conducted by Elsa Maxwell and including impromptu performances from audience. On following day, May 6th, the St. Regis adopts an informal policy for the summer. Music by Paul Sparr's Orchestra. Publicity: Jane Hunter, PL. 3-4500.
- Thursday...PRE-OPENING FETE AT AMBASSADOR GARDENS, AMBASSADOR HOTEL, PARK AVE. AT 51ST.
 May 7 Spring time dinner dance for benefit of Women's Council, the Navy League, will mark Pre-Opening of Ambassador Gardens for Spring season. Mrs. John Jacob Astor heads sponsoring committee. Continuous dancing from 8 P.M. Open to public. Tickets \$5, from Mrs. J. Truman Biddwell, 840 Park Ave. Publicity: Corinne Buchanan, WI. 2-1000.
- Thursday...AMERICAN RADIO OPERA FESTIVAL WOR & ALFRED WALLENSTEIN
 May 7 An all-American Radio opera cycle of seven works, will lead off with George Gershwin's "Porgy & Bess". Presented by U. S. Treasury Dept. over WOR, with Alfred Wallenstein, Musical Dir. All operas will be composed, written and sung by Americans, produced in one-hour radio versions with star casts. Full cast of current Broadway revival of "Porgy & Bess" will start series. Publicity: WOR, Charles Oppenheim, PE. 6-8600.
- Friday.....PREMIERE: "IN THIS OUR LIFE" (Cinema) STRAND THEATRE, B'WAY AT 47TH ST.
 May 8 Newest Bette Davis starring picture, supported by Olivia de Havilland, George Brent and Dennis Morgan. Clothes by Orry-Kelly. Publicity: Eve Seigel, CI. 6-1000.
- Sunday.....RUSSIAN WAR RELIEF PRESENTS "MUSIC AT WORK", ALVIN THEATRE, 250 WEST 52ND ST.
 Evening Unusual program illustrating how music is used in ballet, theatre, radio, May 10 films, and concert halls. Program will include demonstrations from each medium; also new works by distinguished composers. Open to Public.
 RWR Publicity: VA. 6-3203.
- Monday.....PREMIERE: "PUNCH AND JULIA" HENRY MILLER THEATRE, 124 W. 43RD ST.
 May 11 Guthrie McClintic production of George Batson comedy starring Jane Cowl. Publicity: Richard Maney, WI. 7-6939.
- Wednesday..PREMIERE: "THIS GUN FOR HIRE" (Cinema) PARAMOUNT THEATRE, B'WAY AT 44TH ST.
 May 13 Paramount picture starring Veronica Lake and Robert Preston. Clothes by Edith Head. Publicity: Aileen St. John Brenon, CH. 4-7040.
- Monday.....GALA OPENING OF STARLIGHT ROOF WALDORF ASTORIA HOTEL, PARK AT 50TH ST.
 May 18 The Starlight Roof will open for dinner and the summer season with a "Bundles for America" benefit party. Music by Guy Lombardo and his Royal Canadians. Open to public. Informal. Publicity: Ted Saucier, EL. 5-3000.